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From: HBRASS --VCH0021A Date and time 06.13.94 15:11:09
To: AOKONIEW--VUS0212A Anne Okoniewski

From: H.S. Brass +
Subject: Knesset

Sorry, I didn't copy you on the profs I sent to Wendy this morning
and to which Denise has already replied, rechristening me "Hugo".
Wendy called an hour or so ago and said she'd talk to Tony.
*** Forwarding note from DCLAVELO--VCH0021A 13.06.94 14:30 ***
To: HBRASS --VCH0021A Hugh Brass WBURRELL--VUS0212A Wendy Burrell

From: Denise Claveloux
Subject: Knesset

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Hugo,

As I said on the phone I think this is an excellent way to proceed. Who
will be responsible for drawing up the information? As you saw from the
info I was able to gather in this office, there are still an awful lot of
holes that need to be filled in - Wendy may be better placed to pull together
the basic info but do let me know if I can be of any help. Regards, Denise.
*** Forwarding note from HBRASS --VCH0021A 13.06.94 13:16 ***
To: WBURRELL--VUS0212A Wendy Burrell

From: H.S. Brass +
Subject: Knesset

I confirm that the Committee on Alcohol and Narcotics
has no law making power. It simply makes recommendations.
After each session it publishes a protocol of what happened at
the session and this seems to be the document that we have seen.

Eliachar and Dubek were invited to the last meeting but declined because
of the short notice (1 day).They did, however, volunteer to come later
and this is why they have been asked to appear at the meeting on
June28.

The advice from local Counsel is that simply submitting written
observations would be most unusual and likely to give a rather bad
impression. Plus they might be ignored and omitted from the protocol.
This would be unfortunate if the Ministry (see below) gets copies
which I assume must be the case.

However, something in writing is better than nothing at all but
nothing at all is not advisable as they have already agreed to attend.

The Ministry of Industry and Trade has said that it will add an
addiction warning to the pack labelling law and that nicotine (not
tar) levels will have to be given along the lines of "Very high",
"High", "Average" and "Low".

The earlier meeting covered a whole range of matters, not just addiction
and nicotine. There was a lot on the youth targeting issue. I have
done a short hand list of statements which we might like to answer
and will fax this to you.

One solution would be the following:

1. Prepare written observations on the whole range of questions where we

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want our position to be clarified. Filing these would have an advantage because we could also get them to the Ministry if we wanted to.Presumably the Ministry will be open to pressure to do a lot more than it has said it will so it may be best that it hears our views from us and not just the anti's distorted facts.

2. Have Dubek (which distributes for RJR) go along to the meeting with Eliachar (B&W and PM), recognising that they are bound to be asked questions.

3. In anticipation that they will be able to answer "don't know" on many technical questions (at least for Eliachar who simply imports and doesn't manufacture), but that theymust answer some questions substantively, have someone from Shooks go down there for a day to brief Elaichar on the content of the written documents and generally on the industry position on advertising, initiation, and so on.
If the person involved (eg Gene Peck out of London) could also talk to Dubek that would help and maybe RJR could facilitate this?.
Ideally we could split the cost 3 or 4 ways that might be hoping for too much.

4. I bounced this off Lee Pollak this morning and he thought we should do this if Murray Bring is happy with the selection of the person to do the briefing.

The thing that we cannot do in my view is to let Eliachar go and talk about subjects that he may not understand, especially if his views risk being attributed to PM and B&W and if they risk getting publicity, especially in Israel.

Tony, what do you think?

Iain, Denise and David, is this a good idea or a bad one?

cc: AANDRADE--VUS0212A Andrade,Anthony DCLAVELO--VCH0021A Denise Claveloux
DGREENBE--VCH0021A D. Greenberg IWATT --VCH0021A I. Watt

cc: DBUSHONG--VCH0021A David Bushong DGREENBE--VCH0021A D. Greenberg
HHANSEN --VCH0021A Henrik Hansen

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